DOCUMENT RESUME

ED 445 712 JC 000 647

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|---|---|
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| TITLE | Why Not WebReg? Research Report. |
| INSTITUTION | Cuesta Coll., San Luis Obispo, CA. Matriculation and Research Services. |
| REPORT NO | CC-RR-99/100-07 |
| PUB DATE | 2000-05-00 |
| NOTE | 7p. |
| PUB TYPE | Reports - Research (143) |
| EDRS PRICE | MF01/PC01 Plus Postage. |
| DESCRIPTORS | Community Colleges; *Internet; *School Registration; *Student Attitudes; Student Surveys; Two Year Colleges |
| IDENTIFIERS | *Cuesta College CA |

ABSTRACT

In an effort to understand the reasons why particular Cuesta College (CA) students fail to avail themselves of the opportunity to register via the Internet (WEBReg), a brief survey was mailed to the population of students who were eligible to, but did not, use WEBReg. Specifically, a survey was sent to any continuing students who had no record of having used WEBReg to register for or add or drop classes. Finds that the number one reason why students chose not to use WEBReg is that registering in person or by mail was perceived to be easier. This begs the question of why WEBReg was perceived to be more difficult than traditional registration methods. The second most frequently indicated reason for not using WEBReg is not having Internet access from home. If a student doesn't have Internet access at home and/or doesn't feel comfortable using the Internet, then it would appear logical that Mail in/Walk in registration would appear easier than WEBReg. The third most frequently indicated reason for not using WEBReg was captured in the "other reasons" category of the survey. Thirty-two percent of the "other reasons" cited indicates students' fears of using credit cards online. Likewise, 32% of the "other reasons" responses indicate a problem with the perceived ability of WEBReg. Includes the survey instrument. (VWC)

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# Why Not Web*Reg*?

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May 2000

Ryan Cartnal, M.A.

Research Report No. 99/00-07

Matriculation and Research Services

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## BACKGROUND

In an effort to understand the reasons why particular students fail to avail themselves of the opportunity to register via the Internet (WEB*Reg)*, a brief survey (p. 5) was mailed to the population of students who were eligible to, but did not use WEB*Reg*. Specifically, a survey was sent to any continuing student who had no record of having used WEB*Reg* to register for or add or drop classes; 2042 students met these criteria. 304 useable surveys were returned and analyzed. Given the size of the response and an assumption of randomness among respondents, the sample yields a confidence interval of ±5.2 with a confidence level of 95 percent. Put together, (assuming randomness among respondents) we can be 95 percent sure that the responses of the entire parent population would fall within ±5.2 percentage points of the results garnered from the respondent sample[1].

## RESULTS

### Why Students Chose Not to Use WEB*Reg*

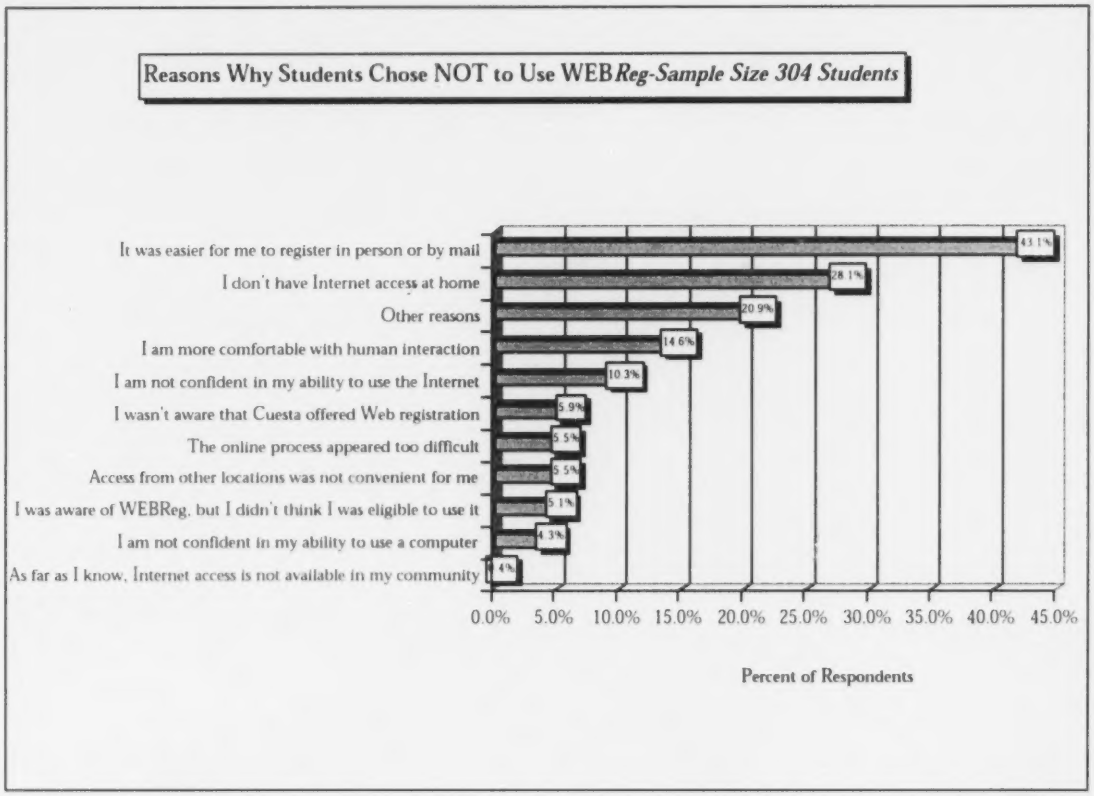
The data strongly suggest that the number one reason (representing 43.1 percent of all respondents) why students chose not to use WEB*Reg* is that registering in person or by mail was perceived to be easier. This begs the question as to why Web*Reg* was perceived as more difficult than traditional registration methods. A crosstab analysis of the data reveals that of those students, who cited the above-mentioned reason for not using WEB*Reg*, 23 percent (of the 43.1 percent) also indicated that not having Internet access at home was a reason for not using WEB*Reg*. Similarly, 17 percent of the this same group who felt Walk In/Mail in registration was easier, also indicated that their confidence level in their ability to use the Internet was a reason why they chose not to use WEB*Reg*. Thus, if a student doesn't have Internet access at home and/or doesn't feel comfortable using the Internet, then it would appear logical that Mail in/Walk in registration would *appear easier* than WEB*Reg*.

The second most frequently indicated reason for not using WEB*Reg* is not having Internet access from home (28.1 percent of the 304 respondents). Touched upon previously, if one fails to have Internet access at home, then unless access is available at another convenient location, mailing one's registration would appear to be the next best option, followed by Walk-in registration. If one must leave one's home to register, the likelihood of a student using WEB*Reg* would seem to be low unless there is some other clear incentive to do so.

The third most frequently indicated reason (20.9 percent) for not using WEB*Reg* was captured in the "other reasons" category of the survey. 32 percent of the "other reasons" indicates students' fears of using credit cards online. This is not, of course, the only option for payment. However, this exposes the need perhaps to further publicize the fact that a student may utilize WEB*Reg* without using a credit card. Likewise, 32 percent of the "other reasons" responses indicate a problem with the timing that WEB*Reg* was perceived to be available. Respondents in this category indicated that not only were the times inconvenient, but there was also a perception that Mail In registration was offered before WEB*Reg*, which gave students an obvious advantage in procuring desired courses through Mail In Registration.

[1] *Notwithstanding the attempt to exclude students who used WEBReg from the surveyed group, there were 51 students who indicated on their returned surveys that they had indeed used WebReg either alone or in conjunction with Mail/Walk in registration. Whereas this served to diminish the overall sample of non-WEBReg users, it also provides a glimpse of student satisfaction with WEBReg. 253 students used Mail in and/or Walk in registration.*

The complete results regarding why students chose not to use WEB*Reg* are presented in the chart below:


Reasons Why Students Chose NOT to Use WEBReg-Sample Size 304 Students
It was easier for me to register in person or by mail
I don't have Internet access at home
Other reasons
I am more comfortable with human interaction
I am not confident in my ability to use the Internet
I wasn't aware that Cuesta offered Web registration
The online process appeared too difficult
Access from other locations was not convenient for me
I was aware of WEBReg, but I didn't think I was eligible to use it
I am not confident in my ability to use a computer
As far as I know, Internet access is not available in my community
43.1%
28.1%
20.9%
14.6%
10.3%
5.9%
5.5%
5.5%
5.1%
4.3%
0.4%
0.0% 5.0% 10.0% 15.0% 20.0% 25.0% 30.0% 35.0% 40.0% 45.0%
Percent of Respondents

Responses were also analyzed by place of residence in order to examine if any geographical differences might exist. The results are presented in the following table:

| Reasons for Not Using WEB*Reg* by Place of Residence | CENTRAL | | NORTH | | SOUTH | | TOTAL | |
|---|---|---|---|---|---|---|---|---|
| | N | %* | N | %* | N | %* | N | %* |
| I don't have Internet access at home | 39 | 27.9% | 28 | 31.8% | 4 | 16.0% | 71 | 28.1% |
| As far as I know, Internet access is not available in my community | 1 | 0.7% | 0 | 0.0% | 0 | 0.0% | 1 | 0.4% |
| Access from other locations was not convenient for me | 10 | 7.1% | 4 | 4.5% | 0 | 0.0% | 14 | 5.5% |
| I am not confident in my ability to use a computer | 7 | 5.0% | 4 | 4.5% | 0 | 0.0% | 11 | 4.3% |
| I am not confident in my ability to use the Internet | 18 | 12.9% | 6 | 6.8% | 2 | 8.0% | 26 | 10.3% |
| The online process appeared too difficult | 9 | 6.4% | 4 | 4.5% | 1 | 4.0% | 14 | 5.5% |
| I am more comfortable with human interaction | 19 | 13.6% | 15 | 17.0% | 3 | 12.0% | 37 | 14.6% |
| It was easier for me to register in person or by mail | 56 | 40.0% | 39 | 44.3% | 14 | 56.0% | 109 | 43.1% |
| I wasn't aware that Cuesta offered Web registration | 11 | 7.9% | 2 | 2.3% | 2 | 8.0% | 15 | 5.9% |
| I was aware of WEB*Reg*, but I didn't think I was eligible to use it | 8 | 5.7% | 5 | 5.7% | 0 | 0.0% | 13 | 5.1% |
| Other reasons | 31 | 22.1% | 22 | 25.0% | 0 | 0.0% | 53 | 20.9% |
| Total Responses (more than one item could be checked) | 209 | | 129 | | 26 | | 364 | |
| Total Respondents | 140 | | 88 | | 25 | | 253 | |

*Percentage of Respondents

Internet access at home and a preference for human interaction were both cited more frequently by North County residents as reasons for not using WEB*Reg*. Moreover, in both the North and South, the perception that Mail In/Walk In is easier than WEB*Reg* was more frequently cited than among Central area residents. Finally, Central area residents more frequently cited

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their lack of confidence in their Internet skills as a reason for not using WEB*Reg*. While other differences exist, the numbers for comparison are so low that further meaningful analysis is precluded.

In sum, there appear to be several implications for actions that arise from the data. These actions, however, will be left to the Web committee (or other appropriate body) to formulate.

**Student Satisfaction with Registration**

On a scale of 1 to 7, where 1 is "Extremely Dissatisfied", 4 is "No Opinion/Neutral" and 7 is "Extremely Satisfied", students rated their level of satisfaction with their overall registration experience. Mean satisfaction levels were generated by type of registration utilized (see below). As students, in many cases, utilized more than one method of registering, means were calculated using duplicative counts. The results are as follows:

| Satisfaction with Registration | Mean | Number of Responses |
|---|---|---|
| Walk In | 6.0 | 60 |
| Mail In | 5.9 | 202 |
| Non-WebReg Group (Walk In and/or Mail In) | 5.9 | 253 |
| WebReg Group | 6.2 | 51 |
| Total | 6.0 | 304 |

The overall satisfaction level with any method of registration is 6.0, which is "Quite Satisfied". The WEB*Reg* group was slightly more satisfied than the other groups. However, because of a multitude of responses across registration methods, there is some contamination in the mean scores. It is therefore impossible to tell the exact registration method the student rated as being "satisfied". Even so, it can be safely asserted that regardless of registration method, students are overwhelming satisfied.

Back-up information including a copy of the survey instrument is included—see pages 4 and 5.

## Registration Survey

### Response Rate

| | | |
|---|---|---|
| Surveys Sent | 2042 | |
| Surveys Returned | 304 | |
| Response Rate | 15% | Confidence Interval: 5.2 |

### Registering Patterns of Respondents

| | |
|---|---|
| Webreg and Walk in | 3 |
| Webreg and Mail-in | 4 |
| Webreg Only | 44 |
| Walk In Only | 47 |
| Mail In Only | 188 |
| Mail In and Walk In | 10 |
| Unknown | 8 |
| Total Respondents | 304 |

| | |
|---|---|
| Non-WebReg Total (duplicated within Mail In & Walk In) | 253 |
| WebReg Total (duplicated) | 51 |
| Mail In Total (duplicated) | 202 |
| Walk In Total (duplicated) | 60 |

### Reasons Why Respondents Chose NOT to Use WebReg

| | N | % of Respondents* | % of Responses** |
|---|---|---|---|
| I don't have Internet access at home | 71 | 28.1% | 19.5% |
| As far as I know, Internet access is not available in my comm | 1 | 0.4% | 0.3% |
| Access from other locations was not convenient for me | 14 | 5.5% | 3.8% |
| I am not confident in my ability to use a computer | 11 | 4.3% | 3.0% |
| I am not confident in my ability to use the Internet | 26 | 10.3% | 7.1% |
| The online process appeared too difficult | 14 | 5.5% | 3.8% |
| I am more comfortable with human interaction | 37 | 14.6% | 10.2% |
| It was easier for me to register in person or by mail | 109 | 43.1% | 29.9% |
| I wasn't aware that Cuesta offered Web registration | 15 | 5.9% | 4.1% |
| I was aware of WEB*Reg*, but I didn't think I was eligible to | 13 | 5.1% | 3.6% |
| Other reasons | 53 | 20.9% | 14.6% |
| Total Responses | 364 | | |
| Total Respondents | 253 | | |

* This percentage is derived by dividing the number of responses on a given item by the total number of respondents who did not use WebReg (253).

**This percentage is derived by dividing the number of responses on a given item by the total number of responses from respondents who did not use WebReg

### Mean Level of Satisfaction with Registration Experience

| | Mean*** | N |
|---|---|---|
| Walk In | 6.0 | 60 |
| Mail In | 5.9 | 202 |
| Non-WebReg Group (Walk In and/or Mail In) | 5.9 | 253 |
| WebReg Group | 6.2 | 51 |
| Total | 6.0 | 304 |

* Means were calculated on a 7-point scale where "Extremely Dissatisfied" = 1 and "Extremely Satisfied" = 7

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## WIN A FREE CUESTA COLLEGE PARKING PASS!!

**Registration Survey** {first} {last}

If you respond to this survey, your name will be entered into a drawing for a FREE CUESTA PARKING PASS. If you would prefer not to submit your name, simply cross it out completely.

*Directions: Using a number 2 pencil or any dark-colored ink pen, please fill in the appropriate bubbles below.*

**1. Which of the following methods did you use to register for classes for the Spring 2000 semester? (Mark all that Apply)**

- ~ WEBReg
- ~ Mail-In Registration
- ~ Walk-in (on-campus registration)

**(If you used WEBReg, please skip to question 3)**

**2. Which of the following reasons explains why you chose NOT to use WEBReg? (Mark all that Apply)**

- ~ I don't have Internet access at home
- ~ As far as I know, Internet access is not available in my community
- ~ Access from other locations was not convenient for me
- ~ I am not confident in my ability to use a computer
- ~ I am not confident in my ability to use the Internet
- ~ The online process appeared too difficult
- ~ I am more comfortable with human interaction
- ~ It was easier for me to register in person or by mail
- ~ I wasn't aware that Cuesta offered Web registration
- ~ I was aware of WEBReg, but I didn't think I was eligible to use it
- ~ Other reasons: (Please explain below)

_____

_____

**3. How satisfied were you with your overall registration experience?**

1. Extremely Satisfied
2. Satisfied
3. Somewhat Satisfied
4. No Opinion/Neutral
5. Somewhat Dissatisfied
6. Dissatisfied
7. Extremely Dissatisfied

**(Please return this Survey by April 26, 2000)**

**Thank you for your Response!**

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2 2 2 2
3 3 3 3
4 4 4 4
5 5 5 5
6 6 6 6
7 7 7 7
8 8 8 8
9 9 9 9



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